

29. (New) The plastic blow-molded barrel according to claim 27, wherein the horizontal stiffening element is formed as one of a V-shaped indentation and a U-shaped indentation.

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30. (New) The plastic blow-molded barrel according to claim 27, further comprising a thickened mold hoop emerging from a radially inner portion of the indentation and extending in a radially outward direction.

31. (New) The plastic blow-molded barrel according to claim 30, wherein a radially outermost portion of the mold hoop extends to an outer circumference of the barrel body.

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32. (New) The plastic blow-molded barrel according to claim 30, wherein a radially outermost portion of the mold hoop extends beyond an outer circumference of the barrel body so that the mold hoop sticks out from the barrel body.

33. (New) The plastic blow-molded barrel according to claim 30, wherein the thickened mold hoop is provided at a level that is about 43% of a height of the barrel.

34. (New) The plastic blow-molded barrel according to claim 27, wherein the top surface is configured as a removable lid.

35. (New) The plastic blow-molded barrel according to claim 27, further comprising first and second side bungs, each side bung formed on the top surface adjacent to oppositely facing first and second of said four side surfaces.

36. (New) The plastic blow-molded barrel according to claim 27, further comprising a foot hoop extending around a circumference of the barrel body, the foot hoop configured to allow rolling of the barrel on a floor.